

A LETTER TO CHIEFS OF MISSION

Secretary Rusk Calls for Field Support Of American Business Interests

Secretary Rusk, in a letter to Chiefs of Mission, cited the need of the Department and the Foreign Service "to maintain a close and continuing relationship with the American Business Community." The text of the letter, dated February 16, follows:

Dear Mr. Ambassador:

You were recently informed of the President's deep concern that all Government agencies give the American public the best possible service.

One especially significant aspect of this responsibility is our need to maintain a close and continuing relationship with the American business community. International business operations are essential to the achievement of our foreign policy goals. We want to bring U.S. foreign policy views and issues to the business community—encouraging support at home and abroad. We also want to bring business views more directly into the foreign economic policy-making process.

You are also well aware of the intensive commercial competition we face from other industrialized nations. Even with an over-all increase in our exports, there has been a gradual reduction in our share of foreign markets. Our trade surplus diminished this past year. We must do more to expand our exports. Fulfillment of some of our most critical international responsibilities will depend on this.

Responses to my last letter to you and your replies to the recent airgram on this subject show that different program methods and techniques need to be applied at different posts. While the experiences of one are useful to others, in the final analysis you are the best judges of the techniques that will be most effective at your post.

In the Department we are proceeding with a number of new programs to strengthen our relations with the business community:

1. We are urging an open-door policy throughout the Department for businessmen with overseas activities.
2. We have established in the Bureau of Economic Affairs the position of Deputy Assistant Secretary for Commercial Affairs and Business Activities to give leadership to this program.
3. The Advisory Committee on International Business Problems, composed of leading businessmen, has been enlarged and revitalized.
4. The Department has been broadening its consultations with the Business Council for International Understanding. Some prominent members of the Council came to the Department on January 26 to discuss relationships between our Missions and American business com-

munities abroad. You will be informed in detail of this exchange of views.

5. The program of having Ambassadors and other senior officers meet with selected American businessmen before going out to the field has been expanded.
6. In cooperation with the Department of Commerce, we have undertaken a program to integrate our economic and commercial activities abroad. We are interested in upgrading the economic and commercial function and in seeing that total Mission resources are used to carry forward the commercial and economic interests of the United States.

I am sure you are well aware of the importance of maintaining warm, friendly, and effective relations with the American business community. We have yet to convince many of our business friends, though, that the support we offer them is second to none in world commerce. I urge you to impress upon your staff the necessity of supporting this important activity. This is not a new role for diplomacy, but it is one that has a special urgency for us at this time.

Sincerely,

Dean Rusk



GOVERNMENT AND BUSINESS LEADERS ATTEND THE OPENING SESSION OF THE BCIU MEETING IN THE DEPARTMENT

Government and Business Seek Better Overseas Relationships

A GROUP of leading business executives and senior Department officers will explore ways to improve relationships between the U.S. Foreign Service and American free enterprise overseas.

The study, suggested by Fred C. Foy, Chairman of the Koppers Co., Inc., of Pittsburgh, Pa., was agreed to at a meeting co-sponsored in the Department on January 26 by State and the Business Council for International Understanding (BCIU).

Present at the meeting and a luncheon which followed were top officials of the State and Commerce Departments, USIA and AID, and chief executive officers of 32 member-companies of BCIU. (See News Letter, November, 1965.)

Mr. Foy, who is Chairman of BCIU, and William J. Crockett, Deputy Under Secretary for Administration, were Co-Chairmen.

After welcoming the businessmen and thanking them for taking the time and trouble to attend the meeting, Mr. Crockett introduced Mr. Foy, who underscored the necessity for U.S. businessmen to understand conditions abroad.

By way of illustration, Mr. Foy summarized the major conclusions of a study made by the Stanford Research Institute, which included interviews with a large number of American businessmen now assigned overseas, and some recently returned.

Thomas C. Mann, Under Secretary for Economic Affairs, drew on his experiences as Ambassador to Mexico to outline problems experienced by the Foreign Service in trying to assist U.S. business.

And Mr. Mann stressed that the position of Deputy Assistant Sec-

retary for Commercial Affairs and Business Activities (Eugene M. Braderman) has been established under Anthony M. Solomon, Assistant Secretary for Economic Affairs.

Current efforts to strengthen the corps of economic and commercial officers in the Foreign Service, were cited by Assistant Secretary of Commerce Alexander B. Trowbridge.

The final speaker was Secretary of Commerce John T. Connor, who noted the many mutual advantages stemming from closer coordination of government and business.

A general discussion was held on the BCIU consultation program. Under this program, Ambassadors and other senior officers of the Foreign Service, while on home leave or in the U.S. for consultations, meet individually with American industrialists and financiers.

OTHER topics discussed were:

- The usefulness of regular formal meetings between Ambassadors and American businessmen abroad.

- The interest of U.S. business in receiving information from the Foreign Service on projects on which bids might be presented.

- The increased competition from other industrialized countries--and the ways in which U.S. Ambassadors and senior Embassy officers can assist businessmen in talks with local government officials and others.

- The desirability of reducing the number of marginal reports filed from posts overseas, because of the large volume of busi-

ness necessarily conducted by the posts. (Such a reduction would allow Foreign Service officers to spend more time away from their desks talking to government officials and local businessmen.)

- The role of U.S. Chambers of Commerce and similar organizations in promoting the interests of American business abroad.

- Foreign Service support of U.S. export trade, stimulated in part by the U.S. balance of payments problem.

- Differences in doing business in developed and underdeveloped countries.

- The need for better communications and exchange of information between Embassies and businessmen before important decisions are made by the businessmen.

- Length of overseas tours. (One participant said his company considered overseas assignments should be for a minimum of four years. He commented that Foreign Service officers move around so much that businessmen sometimes feel it is not worthwhile to make the effort to establish close working relationships with them. Mr. Crockett noted that present Department policy is to provide for longer tours of overseas duty than formerly.)

- Refresher courses sponsored by the Department. (Mr. Solomon said that the Department gives advanced university assignments, and that the Foreign Service Institute has started a new course in economics.)

Those who attended the luncheon meeting, in addition to the aforementioned, were:

**BCIU BUSINESS
ATTENDANCE**

William F. May
Chairman, American Can Co.
Admiral John M. Will
Chairman, American Export-Isbrandtsen Lines, Inc.
Rawson Wood
Chairman, Arwood Corporation
Lewis A. Lapham
Chairman, Exec. Comm. Bankers Trust Co.
James M. Voss
President, California Texas Oil Co.
James W. Bergford
Sr. Vice Pres., The Chase Manhattan Bank, N.A.
Ellwood F. Curtis
President, Deere & Co.
Herbert D. Doan
President, Dow Chemical Co.
Franklin Farrel, III
President, Farrel Corporation
H. T. Marks
President, Ferro Corporation
Richard S. Perkins
Chairman, Exec. Comm., First National City Bank
James H. Goss
V. P. & Group Exec. (Int'l.), General Electric Co.
Earl C. Daum
V. P. (Overseas Operations), General Motors Corporation
Robert W. Purcell
Chairman, International Basic Economy Corp.
John Copelin (Treas. of BCIU)
Vice President, International Telephone & Telegraph Corp.
Samuel C. Johnson
Exec. Vice Pres., S. C. Johnson & Son, Inc.
S. D. Hackley
Vice President, Kaiser Industries Corp.
Fred C. Foy (Chairman of BCIU)
Chairman, Koppers Co., Inc.
Carl F. Giese
President, Mack Trucks Worldwide, Ltd.
Antonie T. Knoppers, M.D.
President, Merck Sharp & Dohme, Int'l.
Walter H. Page
Exec. Vice President, Morgan Guaranty Trust Co. of N. Y.
Harold E. Gray
President, Pan American World Airways, Inc.

Henry C. Boschen
President, Raymond International Inc.
O. P. Thomas
President, Sinclair Oil Corp.
Herman J. Schmidt
Exec. Vice President, Socony Mobil Oil Co.
W. F. Bramstedt
Vice President, Standard Oil Co. of California
Leroy D. Stinebower
Finance Director, Standard Oil Co. (New Jersey)
Norman H. Strouse
Chairman, J. Walter Thompson Co.
George R. Vila
Chairman and President, U. S. Rubber Co.
Charles B. Baker
Admin. Vice Pres. (International), United States Steel Corporation
Jose de Cubas
President, Westinghouse Electric International Company
Edward L. Bond, Jr.
President, Young & Rubicam, Inc.

BCIU:

David A. Shepard
BCIU Consultant, and retiring Executive Vice President of Standard Oil Co. (New Jersey)
Ferdinand Thun
BCIU Consultant, and retired Chairman, Berkshire International Corporation
John Habberton
Executive Director
Ruth Van Auken
Deputy Executive Director
Arthur W. Cowles
Vice President, Koppers Co., Inc.

**GOVERNMENT ATTENDANCE
DEPARTMENT OF STATE:**

The Honorable Thomas C. Mann
Under Secretary of State
The Honorable William J. Crockett
Deputy Under Secretary of State for Administration
The Honorable Anthony M. Solomon
Assistant Secretary of State, Bureau of Economic Affairs

The Honorable Raymond A. Hare
Assistant Secretary of State for Near East and Asia
Mr. Eugene M. Braderman
Deputy Assistant Secretary, Commercial Affairs and Business Activities, Bureau of Economic Affairs
Mr. Michel Cieplinski
Deputy Assistant Secretary, Administrative Affairs
Ambassador Samuel D. Berger
Deputy Assistant Secretary of State for Far East
Ambassador Joseph Palmer, II
Director General of the Foreign Service
Ambassador Robert F. Woodward
Special Advisor, Office of Inter-Oceanic Canal Negotiations
Mr. Jacques J. Reinstein
Chairman, Economic and Atlantic Studies, Foreign Service Institute
Mr. Henry L. Pitts, Jr.
Chief, U. S. Business Protection Division, Bureau of Economic Affairs
Mr. Edwin M. Adams
Special Assistant to Mr. Crockett
Mr. Howard V. Funk
Staff Assistant to Mr. Mann

Agency for International Development:

The Honorable William S. Gaud
Deputy Administrator
The Honorable Donald W. Hoagland
Assistant Administrator, Office of Development Finance and Private Enterprise

**UNITED STATES INFORMATION
AGENCY:**

The Honorable Richard T. Hamilton
Director, Office of Private Cooperation

DEPARTMENT OF COMMERCE:

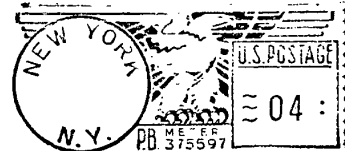
The Honorable John T. Connor
Secretary of Commerce
The Honorable Alexander B. Trowbridge
Assistant Secretary of Commerce for Domestic and International Business
Mr. Lawrence A. Fox
Director, Bureau of International Commerce
Mr. Donald S. Gilpatric
Director, Office of Foreign Commercial Services

INQUIRIES ABOUT BCIU AND ITS VARIOUS
PROGRAMS, INCLUDING "BUSINESS' OWN
FOREIGN SERVICE INSTITUTE" MAY BE
MADE TO:

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